



DEPARTMENT STORE CO.  
NEW ORLEANS, LA.

# Department Store Lighting

...by Rayline

Digitized by:



ASSOCIATION FOR PRESERVATION TECHNOLOGY

[www.apti.org](http://www.apti.org)

For the

BUILDING TECHNOLOGY HERITAGE LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:



SOUTHEASTERN ARCHITECTURAL ARCHIVE  
SPECIAL COLLECTIONS  
HOWARD-TILTON MEMORIAL LIBRARY

<http://seaa.tulane.edu>





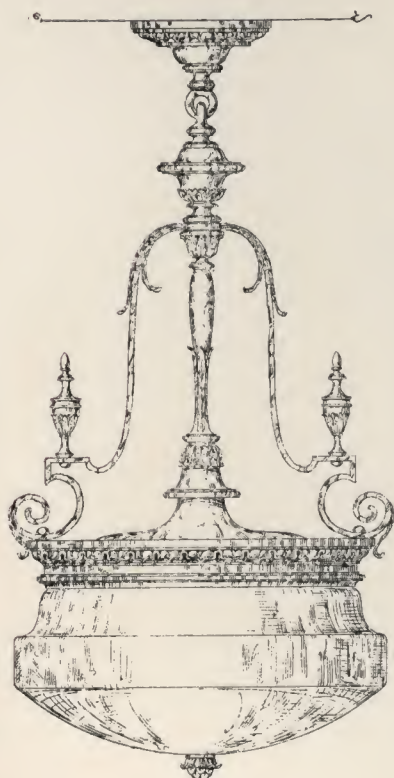
## *Unequalled efficiency*

THE Kayline-Radiant unit was chosen by the Halle Bros. Co., Cleveland, for their new Huron-Prospect annex and to replace their main store lighting, after exhaustive tests in which the Kayline-Radiant unit proved more efficient than all other types tested.





## Original designs



L-01633

TO harmonize with the rich woodwork of modern display cases and to blend with period architecture, beautiful panelling of walls and ornamental arching of ceilings, skillful designing must be exercised in the lighting fixtures.

In the new Oak Park store of the H. C. Lytton & Sons Co., Chicago, where most careful attention was given to the interior effects, particularly in the massive woodwork of display cases, shelves and panels, the original design of the Kayline-Radiant unit installed was created after consultation with the designers of the interior equipment. It is the result of co-operative effort to achieve a definite effect.

The Kayline Company maintains a staff of designers, trained in fixture work, whose services are always available to those in need of expert assistance with their lighting requirements.





## Cast bronze metal

**I**S used in the construction of Kayline-Radiant units because it is a more tractable metal for fixture work. Bronze castings are always cleaner than other metals and show more of the fine ornamental detail of fixture designs. Bronze is also more durable since it is not subject to the corrosive action of air moisture and will hold any kind of finish permanently.

A rich natural bronze finish is recommended for department store use not only for its beauty but because it ages even more beautifully than its original finish.

The Kayline Company maintains its own foundry. No risks are taken with faulty composition or slovenly work from disinterested foundries. Kayline Workmanship is nationally known in the lighting fixture industry and is incorporated in every Kayline-Radiant unit made. Every phase of the manufacture of these units is completed in the Kayline plant.



L0231





## *Lighting the way to more sales!*

THE primary interest of those who are considering a lighting installation for modern department stores should be centered in achieving the greatest amount of light possible under their particular conditions. Specific quality of light such as its color correction possibility is a secondary consideration, since in only special departments is this desired, and then it is often handled to greater advantage through the many portable day-light lamps. The greatest quantity of well diffused light for general illumination is at once the first issue.

In store windows, even on the brightest day, powerful reflectors are used to bring to the passing eye the style and quality of merchandise displayed. If such light is necessary where natural daylight allows several

hundred foot candle illumination, how much more is it required inside the store where merchandise must ultimately be sold?

Colorful frocks, lacy lingerie, rich furs—all expensive merchandise—appears attractive in window displays under powerful and well directed lights, yet how many sales are lost because of poor interior lighting? No salesman or saleswoman can recall the brilliance, the color, the modish cut of an article when it is lost in shadow, glare or gloom from inefficient lighting units.

Each store has unusual conditions such as ceiling height, spacing of outlets, arrangement of display cases, that must be considered when planning the lighting installation.



THE main floor of a modern store ordinarily demands some ornamental treatment in a massive fixture. This is particularly true where the ceilings are high and the outlet spacing makes necessary the use of large wattage lamps to obtain proper lighting efficiency.

Upper floors, however, are often handled to greater advantage with a close spacing of outlets, four in an average bay, and using three hundred watt lamps. This allows advantageous light distribution over the entire floor at much lower cost than by using one large fixture in a bay. It is more practical especially when ceiling heights of the upper floors are but little more than half that of the main floor.

The Kayline-Radiant design shown here, which was originally used in the Halle Brothers new annex, has proven beyond a doubt the utility of this type. The great light output of the Radiant globe which averages 90% has never been equalled in any other enclosing globe. It distributes this high efficiency over a 60° zone as against the average 45° zone.

These two features mean that with the Kayline-Radiant unit you are obtaining the most efficient and most practical lighting unit ever made. It proved its success in the new Halle store since an additional quantity of over eight hundred were subsequently and installed in the old main building of the Halle Brothers Company, Cleveland.



C-01229





Highest  
efficiency

Original  
design

Bronze  
castings



ABBOTT, MERKT & CO. INC. ENGRS. & ARCH'TS. N.Y.C.

## Thirty years of lighting experience



L-02151

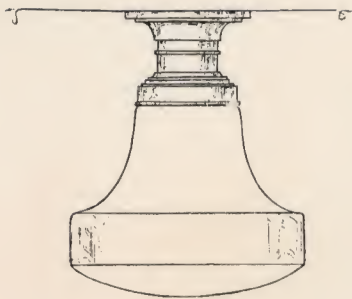
ASSURE the success of Kayline-Radiant installations. The fruits of all these years are garnered in the design of each special unit created for department store use.

When compared with past standards of illumination and even with modern lighting units now being installed, the Kayline-Radiant unit clearly shows its supremacy.

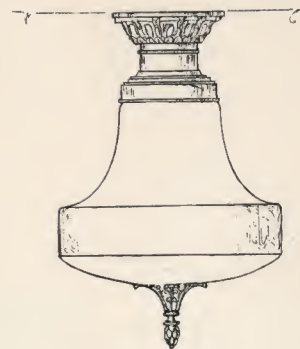
The name Kayline was never linked with a commercial unit until the most efficient, the most modern example of perfect illuminant was developed.

The department store, since it represents the ultra-modern in merchandising fields, should be furnished with the highest type of equipment. In terms of lighting this means the Kayline-Radiant Unit.

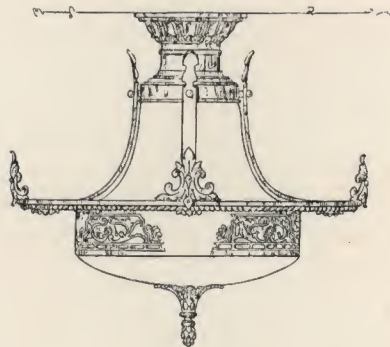




C-0107



C-0207



C-0240

THE designs shown here are representative of the many types and sizes of Kayline-Radiant units. In the Radiant glass alone there are eight sizes for use with the various lamp wattages. They range from the small 8" to the largest standard globe ever blown, the 24". Fixture designs are matters of meeting the proper ornamental requirements. Our designers will create the exact hanger necessary for each individual store where necessary. Their services are always available.



L-02152



L-01671



L-0214





*"The Factory Behind the Product"*

NOT merely the picture of a building. This is the six floor Kayline plant. All operations are completed in our own plant and worked on a progressive plan. No job is too large for Kayline, none too small.

## The Kayline Company

*Designers and Manufacturers of  
"Distinctive Lighting Decorations"*

600 Huron Road, Cleveland, Ohio  
U. S. A.







